

# ORDER



Orders	Order / Rev:	170135	Primary AE:	KSTP-TV, LLC and KSAX-1
	Alt Order #:			Anjie Brady
	Product Desc:	504-MN	Sales Office:	P-PHL
	Estimate:	3559-TV Nov 2 - 6	Sales Region:	National
	Flight Dates:	11/02/12 - 11/06/12		
	Original Date / Rev:	11/01/12 / 11/01/12		
	Order Type:	GENERAL		
Agency	Name:	<b>National Media Research Planning &amp; F</b>		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		815 Slaters Ln	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314-1219	Agency Commission:	15%
Advertiser	Name:	RNC		
	Demographic:	A25-54	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	1	Advertiser External ID:	
	Revenue Codes:	AGY, POL, ISS	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	51	\$66,100.00	\$56,185.00	November 2012	51	\$66,100.00	\$56,185.00	0.00
					Totals	51	\$66,100.00	\$56,185.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$66,100.00
Market	100%	\$264,400.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$66,100.00
KMSP	25%	\$66,100.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$66,100.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	22-----	:30	4	\$600.00	1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0	\$600.00			0.00					
		Week: 11/05/12	11/11/12	22-----		4	\$600.00			0.00					
N 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 170135  
Alt Order #: \_\_\_\_\_  
Flight Dates: 11/02/12 - 11/06/12

Advertiser: RNC  
Product Desc: 504-MN  
Estimate: 3559-TV Nov 2 - 6

KSTP-TV, LLC and KSAX-1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----		0	\$600.00		0.00						
Week: 11/05/12		11/11/12		22-----		4	\$1,000.00		0.00						
N 3	M	11/02/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	34-----	:30	7	\$1,000.00	1	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----		0	\$600.00		0.00						
Week: 11/05/12		11/11/12		34-----		7	\$1,000.00		0.00						
N 4	M	11/02/12	11/06/12	Sa 6-7a Sat 6a News	CM	6-7a	-----2-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----2-		2	\$500.00		0.00						
Week: 11/05/12		11/11/12		-----		0	\$500.00		0.00						
N 5	M	11/02/12	11/06/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----2	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----2		2	\$500.00		0.00						
Week: 11/05/12		11/11/12		-----		0	\$500.00		0.00						
N 6	M	11/02/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----2	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----2		2	\$1,000.00		0.00						
Week: 11/05/12		11/11/12		-----		0	\$500.00		0.00						
N 7	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	11-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----		0	\$1,000.00		0.00						
Week: 11/05/12		11/11/12		11-----		2	\$350.00		0.00						
N 8	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	11-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----		0	\$1,000.00		0.00						
Week: 11/05/12		11/11/12		11-----		2	\$350.00		0.00						
N 9	M	11/02/12	11/06/12	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----1	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		-----1		1	\$600.00		0.00						
Week: 11/05/12		11/11/12		-----		0	\$600.00		0.00						
N 10	M	11/02/12	11/06/12	M-F 3-4p Twin Cities Live	CM	3-4p	2---2--	:30	4	\$225.00	2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		----2--		2	\$225.00		0.00						
Week: 11/05/12		11/11/12		2-----		2	\$225.00		0.00						
N 11	M	11/02/12	11/06/12	M-F 4-430p Millionaire	CM	4-430p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		----1--		1	\$600.00		0.00						
Week: 11/05/12		11/11/12		1-----		1	\$600.00		0.00						
N 12	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	1---1--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		----1--		1	\$600.00		0.00						
Week: 11/05/12		11/11/12		1-----		1	\$600.00		0.00						
N 13	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1---1--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		----1--		1	\$1,200.00		0.00						
Week: 11/05/12		11/11/12		1-----		1	\$1,200.00		0.00						

Order / Rev: 170135  
Alt Order #: \_\_\_\_\_  
Flight Dates: 11/02/12 - 11/06/12

Advertiser: RNC  
Product Desc: 504-MN  
Estimate: 3559-TV Nov 2 - 6

KSTP-TV, LLC and KSAX-1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	M	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1---1--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1--		1	\$2,000.00		0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$2,000.00		0.00						
N15	M	11/02/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1---1--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1--		1	\$1,500.00		0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$1,500.00		0.00						
N16	M	11/02/12	11/06/12	7-1030p College FB ABC College Football	SPRT	7-1030p	-----1-	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1-		1	\$3,500.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$3,500.00		0.00						
N17	M	11/02/12	11/06/12	Sunday Prime A America's Funniest Home Videc	CM	6-7p	-----1	:30	1	\$5,000.00	3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1		1	\$5,000.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$3,500.00		0.00						
N18	M	11/02/12	11/06/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	1---1--	:30	2	\$2,100.00	1	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	----1--		1	\$2,100.00		0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$2,100.00		0.00						
N19	M	11/02/12	11/06/12	Lt News Delay ABC Spot Late News Delayed	CM	1030-1105p	-----1-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1-		1	\$900.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$2,100.00		0.00						
N20	M	11/02/12	11/06/12	Su Late News Su 10-1035p	CM	10-1035p	-----1	:30	1	\$2,500.00	1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1		1	\$2,500.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$2,100.00		0.00						
N21	M	11/02/12	11/06/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----1	:30	1	\$1,700.00	1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1		1	\$1,700.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$2,100.00		0.00						
N22	M	11/02/12	11/06/12	M-F 1035-1102p thru 1/CM Nightline	CM	1035-1102p	1---1--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	----1--		1	\$1,800.00		0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$1,800.00		0.00						
N23	M	11/02/12	11/06/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----1	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----1		1	\$600.00		0.00						
		Week: 11/05/12	11/11/12	-----		0	\$600.00		0.00						
N24	M	11/05/12	11/05/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	M-----	:30	1	\$12,000.00	1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	M-----		1	\$12,000.00		0.00						

Totals 51 \$66,100.00